Holiday DINING

NATIONAL
RESTAURANT
ASSOCIATION

HOLIDAY DINING

National Restaurant Association
Research and Information Service Department
1200 Seventeenth Street, N.W.
Washington, D.C. 20036-3097
(202) 331-5900

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INTRODUCTION

The National Restaurant Association commissioned the Gallup Organization to survey adults to determine their likelihood of eating at a restaurant on the following holidays: their birthday, New Year's Eve, New Year's Day, Valentine's Day, St. Patrick's Day, Easter, Secretaries' Day, Mother's Day, Father's Day, Grandparents' Day, Thanksgiving and/or Christmas Day.

The question was asked "In the past twelve months, on which of the following holidays or occasions did you eat a meal at a restaurant?"

The objectives of the survey were to determine:

* which holidays were the most popular for restaurant meals; and
* the demographics of who eats out on specific holidays.

Interviews were conducted with a random sample of 1,000 adults during the period of September 26 through October 1, 1989 by the Gallup Organization.

Also, this report contains additional holiday marketing and promotional ideas for restaurant operators.

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Get up-to-date promotional and marketing ideas with the National Restaurant Association PRO-MOTION newsletter. Each bi-monthly issue contains a calendar of upcoming holidays as well as related promotional ideas that can easily be adapted to various types of operations. Feature articles include planning strategies and practical tips for making holidays an important source of revenue. Refer to the order form in back for additional information.

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SUMMARY OF RESULTS

Survey participants were read a list of holidays and occasions and were asked on which of these occasions in the last twelve months did they eat a meal at a restaurant.

Adults are most likely to eat a meal at a restaurant for their birthday. Just under half (47 percent) of the respondents reported they had eaten out at a restaurant on their birthday. The next most common occasion on which to eat out is Mother's Day. Four out of 10 (39 percent) respondents had eaten out on this occasion.

More than one adult in five ate a meal at a restaurant for Father's Day (24 percent) and Valentine's Day (22 percent).

Other occasions when respondents commonly ate out were Easter (16 percent), New Year's Eve (13 percent), St. Patrick's Day (10 percent) and Thanksgiving (10 percent).

Other holidays or occasions such as New Year's Day, Secretaries' Day, Christmas Day and Grandparents' Day were named by fewer than one in 10 respondents.

Table I

THE LIKELIHOOD OF EATING AT A RESTAURANT ON VARIOUS HOLIDAYS

Occasions	Percent who answered the following over the past twelve months: Yes	No	Don't Know
Your Birthday	47 %	51 %	2 %
Mother's Day	39	60	1
Father's Day	24	75	1
Valentine's Day	22	76	2
Easter	16	83	1
New Year's Eve	13	86	1
St. Patrick's Day	10	88	2
Thanksgiving	10	89	1
New Year's Day	8	91	1
Secretaries' Day	8	90	2
Christmas Day	6	94	*
Grandparents' Day	5	93	2

* less than one-half of one percent.

Table II

BREAKDOWN BY AGE

Percent responding "yes" to the question "In the past twelve months, on which of the following holidays or occasions did you eat in a restaurant?"

	AGE:				
	18-24	25-34	35-49	50-64	65 and over
Your Birthday	50 %	48 %	50 %	40 %	47 %
Mother's Day	42	36	43	34	42
Father's Day	32	26	22	20	21
Valentine's Day	29	27	23	17	12
Easter	20	12	17	15	20
New Year's Eve	15	14	12	11	12
St. Patrick's Day	15	9	9	11	7
Thanksgiving	17	7	8	8	15
New Year's Day	12	5	6	10	11
Secretaries' Day	7	7	13	6	5
Christmas Day	10	4	4	6	8
Grandparents' Day	6	3	6	2	11

Table III

BREAKDOWN BY SEX

Percent responding "yes" to the question "In the past twelve months, on which of the following holidays or occasions did you eat in a restaurant?"

	Sex:	
	Male	Female
Your Birthday	42 %	52 %
Mother's Day	39	40
Father's Day	25	24
Valentine's Day	24	21
Easter	18	14
New Year's Eve	14	12
St. Patrick's Day	12	8
Thanksgiving	10	10
New Year's Day	10	6
Secretaries' Day	9	8
Christmas Day	6	5
Grandparents' Day	5	5

Table IV

BREAKDOWN BY GEOGRAPHIC REGION

Percent responding "yes" to the question "In the past twelve months, on which of the following holidays or occasions did you eat in a restaurant?"

	Region:			
	East	Midwest	South	West
Your Birthday	46 %	50 %	44 %	49 %
Mother's Day	35	33	46	44
Father's Day	20	23	28	26
Valentine's Day	20	20	23	26
Easter	12	16	19	16
New Year's Eve	13	13	14	10
St. Patrick's Day	11	6	12	11
Thanksgiving	7	10	12	12
New Year's Day	9	7	7	9
Secretaries' Day	9	7	9	8
Christmas Day	4	6	8	5
Grandparents' Day	6	4	8	4

Table V

BREAKDOWN BY ANNUAL HOUSEHOLD INCOME

Percent responding "yes" to the question "In the past twelve months, on which of the following holidays or occasions did you eat in a restaurant?"

	Income- ($000):			
	$40 and over	$30 to $39.9	$20 to $29.9	Under $20
Your Birthday	51 %	49 %	45 %	43 %
Mother's Day	43	33	41	40
Father's Day	28	18	23	25
Valentine's Day	31	20	22	16
Easter	18	13	16	17
New Year's Eve	17	13	14	10
St. Patrick's Day	9	8	16	7
Thanksgiving	8	6	12	11
New Year's Day	8	7	8	7
Secretaries' Day	16	6	11	4
Christmas Day	5	2	6	7
Grandparents' Day	3	3	8	5

BIRTHDAYS

Although birthdays are not necessarily considered to be "holidays" in the literal sense, customers are more likely to eat out on this day than any other occasion included in the survey. Nearly half of all adults (47 percent) reported they ate out on their birthday.

According to survey results, women are more likely than men (52 percent compared with 42 percent) to go to a restaurant on their birthdays. Adults between 50 and 64 years of age were slightly less likely than other age groups to dine out as four out of 10 consumers between 50 and 64-years-old ate at a restaurant on their birthday. In comparison, a higher 50 percent of those between 18 and 24-years-old and between 35 and 49-years-old ate out on their birthday as did 48 percent of those between 25 and 34- years-old, and 47 percent of those 65-years-old or older.

Although married and single individuals ate out in similar proportions on their birthdays, people living in two-person households showed a higher incidence of birthday dining than did those living alone --52 percent compared with 43 percent.

The likelihood of dining out on birthdays varied by consumers' educational attainment and household income. Individuals living in the Midwest reported the highest incidence of birthday restaurant dining-- 50 percent, while those living in the South reported a lower incidence--44 percent.

When considering that every day is, in fact, someone's birthday, the potential for increasing customer counts by marketing some sort of "birthday special" is immense. Offer your product--a free dessert, meal, or drink-- to the birthday individual. Give a complimentary balloon or birthday hat to the birthday person or post their name for all patrons entering the restaurant to see.

MOTHER'S DAY

After birthdays, Mother's Day was the next most popular restaurant holiday. Nearly four out of 10 (39 percent) people ate at a restaurant on Mother's Day.

According to survey results, Mother's Day tends to be a family-oriented day, as the proportion of the respondents reporting having eaten out on this day varied by household size. Respondents from households of five or more people reported the highest incidence of restaurant eatings on Mother's Day (46 percent) compared to households with three or four people (41 percent), two (37 percent) or one (33 percent).

Adults living in the South (46 percent) and West (44 percent) were more likely to eat out on Mother's Day than those living in the East (35 percent) and the Midwest (33 percent).

A marketing program for Mother's Day could include fresh flowers on every table, a special menu, strolling musicians and a photographer to create instant memories. Mother's Day plans could be announced with table tents and print ads. Also, send out press releases to publicize special events such as a contest for elementary school students on why their mother is the best.

FATHER'S DAY

Close to one out of four (24 percent) adults ate out on Father's Day. Women are likely to join in on the celebration as nearly equal portions of men (25 percent) and women (24 percent) celebrated Father's Day in a restaurant.

The likelihood of dining out on Father's Day decreases with age. Nearly one-third (32 percent) of 18 to 24-year-olds ate in a restaurant on Father's Day compared to about 20 percent of those over 50-years-old. Households with five or more people were more likely to dine out than smaller-sized households.

Those living in the South and West (28 percent and 26 percent, respectively) showed more tendency to eat out than those living in the East or Midwest (20 percent and 23 percent, respectively).

To attract smaller families, consider offering a half-price meal to any man who is celebrating his first Father's Day. Hold a complimentary raffle for a local sports game or offer a boutonniere to all fathers.

VALENTINE'S DAY

Twenty-two percent of adults said they dined out on Valentine's Day in 1989. Both men and women were nearly equal in saying they had eaten out on that day, but Valentine's Day was more clearly a restaurant holiday for those between 18 and 34 years of age. Nearly three out of 10 (29 percent) of adults between 18 and 24-years-old and 27 percent of adults between 25 and 34-years-old reported going to a restaurant on Valentine's Day. The likelihood of eating out on Valentine's Day decreases with age as only 17 percent of adults between 50 and 64 years of age and 12 percent of people over 65-years-old dined out on this occasion.

Although Valentine's Day may be considered a day for couples, it is interesting to note that adults living in a household of five or more individuals were more likely than those from smaller households to have eaten out on Valentine's Day.

Valentine's Day diners are also more likely to be educated and affluent. College graduates were the most likely to eat out for Valentine's Day--28 percent compared with 20 percent of high school grads and 13 percent of those with less than a high school diploma.

In addition, more than three out of 10 (31 percent) adults with a household income of $40,000 a year or more ate out for Valentine's Day, compared with 16 percent of those with an income of $20,000 or less.

Champagne or fine wines and elegant, high-check menu items might be more of a hit as people may be willing to splurge in the spirit of celebration. Greet each woman at the door with a rose, and accent the tables with fresh flowers.

EASTER

Sixteen percent of adults celebrated Easter at a restaurant. Smaller households of one or two people were more likely than those with three or more to eat out on Easter.

Unmarried individuals were also more apt than married couples to patronize a restaurant on Easter --19 percent compared with 14 percent. Also, adults 18 to 24-years-old and 65-years-old and older were more likely to eat out on Easter than those 25 to 64 years of age.

Southerners were the most likely to eat out on Easter (19 percent) while those living in the East were the least likely (13 percent). There were few differences in the likelihood of Easter patronage by household income or educational attainment.

Promotional ideas for Easter could include offering corsages for the women and small easter baskets or chocolate eggs to satisfy children. Develop a tempting brunch menu for Easter Sunday with lots of different egg dishes and use easter baskets for table centerpieces. Give everyone a plastic egg as they arrive and fill them with varying discount certificates for future visits to your restaurant.

NEW YEAR'S EVE

The lure of New Year parties and at-home celebrations was not enough to keep 13 percent of adults from eating out on New Year's Eve. Men and women were about equally likely to eat out before ringing in the New Year.

The likelihood of eating out on New Year's Eve decreased with age as slightly more than 15 percent of 18 to 24-year-olds ate out on New Year's Eve compared with 11 percent of 50 to 64-year-olds and 12 percent of adults 65 and older.

Married adults were as likely as singles to go to restaurant on New Year's Eve, but those living alone were much less likely to go out than those in larger households--8 percent compared with 16 percent adults in households with five or more. Those with less than a high school degree and those with an income of less than $20,000 a year were less likely than more educated, more affluent individuals to dine out on December 31st.

New Year's Eve promotions should be done early because many people plan ahead. A fixed-price menu, complete with champagne or sparkling grape juice, horns and hats will surely entice patrons.

ST. PATRICK'S DAY

One out of 10 individuals patronized a restaurant on Saint Patrick's Day. Men were more likely (12 percent) than women (9 percent) to venture out on this holiday.

Patrons between 18 and 24 years old (15 percent), singles (12 percent), and people with an annual income between $20,000 and $29,999 (16 percent) were more likely than others to celebrate St. Patrick's Day in a restaurant.

Midwesterners were the least likely to go to a restaurant on St. Patrick's day --6 percent compared to about 11 percent for the remaining regions.

Lend authenticity to your St. Patrick's Day celebration by hiring an Irish folk singer to lead patrons in songs. Consider limerick contests, "Irish eyes" competitions or get involved in your local St. Patrick's Day parade by sponsoring a float. Waitstaff should dress in green, and all patrons who wear green could receive a complimentary dessert.

THANKSGIVING

One out of 10 adults ate out on Thanksgiving, and the demographics of restaurant visitors are similar to those who ate out on Easter. Because Thanksgiving is a day traditionally spent with family, it is not surprising that unmarried individuals (16 percent) and those living alone (20 percent) were more likely than their married counterparts (7 percent) and those living in households of five or more (6 percent) to eat at a restaurant on Thanksgiving.

Adults between 18 and 24-years-old (17 percent) and those 65 and older (15 percent) were more likely to have given thanks at a restaurant than those between 25 and 64-years-old. Adults with an income below $30,000 were also more likely to eat out on Thanksgiving than those with an income over $30,000.

Boost customer counts on Thanksgiving by offering tempting takeout fare of the traditional Thanksgiving meal of turkey, stuffing, cranberry sauce, rolls and pumpkin pie for those who want to eat at home. Or consider a Cajun feast of turkey gumbo, oyster stuffing, and wild rice. Advertize your takeout offerings well in advance.

For those dining on premises, dress waitstaff as Pilgrims, with Pilgrim hats and buckle shoes. Be sure to include those dining alone when promoting the traditional holiday feast. Let customers know there will be several family-style tables set aside for individuals on their own.

NEW YEAR'S DAY

Eight percent of adults dined in a restaurant the first day of the year. Singles as well as those under 25 and over 65 years of age were the most likely groups to visit a restaurant on New Year's Day.

Men were somewhat more likely than women to venture to a restaurant on the first of the year (10 percent and 6 percent respectively). There were no notable differences in the likelihood of being a restaurant patron on January 1st regarding to income, education, or geographic location.

Consider organizing a promotion around the various football games played on this day. Hand out slips of paper with names of teams to patrons and those with the winning teams receive a free appetizer. Naming the specials of the day after various teams competing could prove to be one way to boost sales.

SECRETARIES' DAY

Eight percent of adults celebrated Secretaries' Day in a restaurant with men and women showing nearly equal likelihood of eating out on this day.

Adults between the ages of 35 and 49 are more likely to dine out on Secretaries' Day than those under 35-years-old or over the age of 50. College-educated individuals and those with an annual income of $40,000 or more as well as adults with an income between $20,000 and $29,999 were more likely to eat out on Secretaries' Day than those with less education or with an income below $20,000.

Promote a Secretaries's Day special lunch by distributing flyers to nearby offices and advertising in the local paper. Hold a drawing for a free facial or manicure, $25 worth of books at a local bookstore, or a free class at a nearby college.

CHRISTMAS

Although most adults celebrated Christmas elsewhere, 6 percent ventured to a restaurant on this holiday.

As was true with Easter and Thanksgiving, those under 25-years-old and 65-years-old and over, unmarried and living alone are more likely than other people to eat out on Christmas. Southerners were twice as likely to spend Christmas in a restaurant than Easterners (8 percent and 4 percent, respectively).

Dress a member of the waitstaff as Santa, and pass out candy canes to all who come through the door. As Christmas is traditionally a time for canned food drives, set up a box for customer contributions of canned goods. Donate 10 percent of all sales on Christmas to a reputable charity, and be sure to inform the media of all charitable events.

GRANDPARENTS' DAY

One in 20 adults celebrated Grandparents' day by going out to eat. Not surprising, adults 65 and older were most likely to eat out on Grandparents' Day with nearly 11 percent reporting they had done so. Adults between 18 and 24-years-old or 35 and 49-years-old reported a 6 percent incidence of eating out on Grandparents' Day, higher than remaining age groups.

Men were equally as likely as women to patronize a restaurant on Grandparents' Day. Those living in the East (6 percent) and South (8 percent) were more likely to eat out for Grandparents' Day than those living in the Midwest and West (4 percent).

Hire a photographer or have a staff member take photos with a camera that develops the picture instantly to provide the honored grandparents with lasting memories. Organize a special fixed-price "Grandparents" buffet brunch and give a prize to the grandparent with the most grandchildren.

Q.1 IN THE PAST 12 MONTHS, DID YOU EAT A MEAL AT A RESTAURANT ON .....
BASED ON TOTAL

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	1000	505	495	847	144	130	247	302	180	128	628	371	159	320	373	148
WEIGHTED BASE	1607	773	834	1382	211	234	381	417	311	242	994	614	266	516	605	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YOUR BIRTHDAY																
YES	754	322	431	657	91	117	182	207	125	114	474	279	114	268	273	98
	46.9	41.7	51.7	47.5	43.2	50.0	47.7	49.6	40.0	47.2	47.7	45.5	42.9	52.0	45.2	44.6
NO	827	435	392	700	119	115	193	205	181	121	501	325	147	243	317	121
	51.4	56.2	47.0	50.6	56.3	49.0	50.7	49.1	58.1	49.8	50.4	53.2	55.1	47.0	52.3	54.9
DON'T KNOW	27	16	11	26	1	2	6	5	6	7	19	8	5	5	15	1
	1.7	2.1	1.3	1.9	0.5	1.0	1.6	1.3	1.9	3.0	1.9	1.3	2.0	1.0	2.5	0.5
NEW YEAR'S EVE																
YES	206	109	97	176	29	36	53	51	34	28	128	78	20	73	78	35
	12.8	14.1	11.7	12.8	13.6	15.2	13.8	12.1	10.9	11.6	12.9	12.8	7.5	14.2	13.0	15.8
NO	1382	650	732	1188	182	197	322	359	278	210	851	529	244	440	513	184
	86.0	84.0	87.8	85.9	85.9	83.9	84.7	86.1	89.1	86.9	85.6	86.5	91.8	85.4	84.8	83.7
DON'T KNOW	19	14	5	18	1	2	6	8	-	4	15	4	2	2	14	1
	1.2	1.9	0.6	1.3	0.5	0.9	1.5	1.8	-	1.5	1.5	0.7	0.8	0.5	2.3	0.5
NEW YEAR'S DAY																
YES	129	77	52	109	20	28	18	26	30	27	56	73	35	44	32	18
	8.0	9.9	6.3	7.9	9.5	12.1	4.7	6.3	9.6	11.0	5.6	12.0	13.3	8.6	5.2	8.0
NO	1458	684	774	1255	189	205	357	388	278	208	920	536	230	467	559	201
	90.7	88.5	92.8	90.8	89.5	87.5	93.7	93.0	89.3	86.0	92.5	87.7	86.4	90.5	92.4	91.5
DON'T KNOW	21	13	8	19	2	1	6	3	3	7	19	2	1	5	14	1
	1.3	1.6	1.0	1.4	1.0	0.4	1.6	0.7	1.1	3.0	1.9	0.4	0.4	0.9	2.3	0.5

Q.1 IN THE PAST 12 MONTHS, DID YOU EAT A MEAL AT A RESTAURANT ON .....
BASED ON TOTAL

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS		
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED
TOTAL RESPONDENTS	1000	481	387	127	262	138	194	265	207	71	213
WEIGHTED BASE	1607	669	650	282	380	212	298	471	335	117	376
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YOUR BIRTHDAY											
YES	754	338	323	92	196	105	133	202	177	75	179
	46.9	50.4	49.7	32.6	51.4	49.4	44.7	42.8	52.9	63.8	47.6
NO	827	320	321	180	177	101	159	268	152	40	195
	51.4	47.9	49.4	64.0	46.6	47.6	53.6	57.0	45.4	33.8	51.8
DON'T KNOW	27	11	6	10	8	6	5	1	6	3	2
	1.7	1.7	0.9	3.5	2.0	3.0	1.7	0.2	1.7	2.4	0.5
NEW YEAR'S EVE											
YES	206	91	94	21	63	27	42	47	45	17	36
	12.8	13.6	14.4	7.6	16.6	12.8	14.1	10.0	13.4	14.2	9.5
NO	1382	567	553	255	307	180	256	422	287	99	340
	86.0	84.7	85.1	90.7	80.6	84.7	85.9	89.6	85.6	84.7	90.5
DON'T KNOW	19	11	3	5	11	5	-	2	3	1	-
	1.2	1.7	0.5	1.7	2.8	2.5	-	0.5	1.0	1.2	-
NEW YEAR'S DAY											
YES	129	57	43	27	31	14	25	34	13	11	28
	8.0	8.6	6.6	9.8	8.1	6.7	8.4	7.2	4.0	9.3	7.4
NO	1458	608	600	246	344	193	273	429	319	107	343
	90.7	90.8	92.2	87.2	90.3	90.8	91.6	91.1	95.1	90.7	91.2
DON'T KNOW	21	4	8	8	6	5	-	8	3	-	5
	1.3	0.7	1.2	3.0	1.6	2.5	-	1.7	1.0	-	1.3

Q.1 IN THE PAST 12 MONTHS, DID YOU EAT A MEAL AT A RESTAURANT ON .....
BASED ON TOTAL

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	1000	247	57	190	245	153	92	307	204	103	200	51	149
WEIGHTED BASE	1607	410	96	313	398	252	146	479	316	163	319	97	222
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YOUR BIRTHDAY													
YES	754	187	48	139	200	114	86	212	147	64	156	49	107
	46.9	45.7	50.2	44.3	50.2	45.3	58.5	44.2	46.7	39.3	48.7	50.4	48.0
NO	827	217	48	169	194	135	59	257	161	95	157	46	111
	51.4	52.9	49.8	53.8	48.8	53.8	40.4	53.6	51.1	58.3	49.2	47.3	50.1
DON'T KNOW	27	6	-	6	4	2	2	11	7	4	7	2	4
	1.7	1.4	-	1.9	1.0	0.9	1.1	2.2	2.2	2.4	2.0	2.4	1.9
NEW YEAR'S EVE													
YES	206	54	7	47	53	29	24	68	48	20	31	13	18
	12.8	13.1	7.0	15.0	13.3	11.6	16.4	14.2	15.3	12.1	9.8	13.2	8.3
NO	1382	356	89	266	341	221	119	403	261	142	281	80	201
	86.0	86.9	93.0	85.0	85.6	87.9	81.7	84.1	82.6	87.1	88.0	82.6	90.3
DON'T KNOW	19	-	-	-	4	1	3	8	7	1	7	4	3
	1.2	-	-	-	1.0	0.5	1.9	1.7	2.1	0.8	2.2	4.1	1.4
NEW YEAR'S DAY													
YES	129	36	11	25	28	19	9	36	24	12	29	10	19
	8.0	8.7	11.0	8.1	7.1	7.6	6.1	7.4	7.5	7.3	9.1	10.6	8.5
NO	1458	369	86	283	367	231	136	436	284	151	284	82	203
	90.7	90.1	89.0	90.4	92.2	91.9	92.8	91.0	90.1	92.7	89.1	84.6	91.1
DON'T KNOW	21	5	-	5	3	1	2	8	8	-	6	5	1
	1.3	1.2	-	1.5	0.7	0.5	1.1	1.6	2.4	-	1.8	4.8	0.4

Q.1 IN THE PAST 12 MONTHS, DID YOU EAT A MEAL AT A RESTAURANT ON .....
BASED ON TOTAL

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	1000	505	495	847	144	130	247	302	180	128	628	371	159	320	373	148
WEIGHTED BASE	1607	773	834	1382	211	234	381	417	311	242	994	612	266	516	605	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VALENTINE'S DAY																
YES	355	182	172	297	56	68	104	95	52	29	213	142	52	120	122	60
	22.1	23.6	20.6	21.5	26.3	29.2	27.4	22.8	16.6	12.0	21.4	23.2	19.6	23.3	20.1	27.3
NO	1216	574	642	1049	156	163	271	312	255	201	761	453	203	385	471	157
	75.7	74.3	77.0	75.9	73.7	69.4	71.3	74.8	82.0	83.0	76.6	74.1	76.2	74.7	77.9	71.2
DON'T KNOW	37	17	20	37	-	3	5	10	5	12	20	16	11	10	12	3
	2.3	2.2	2.4	2.7	-	1.4	1.3	2.3	1.5	5.0	2.0	2.7	4.2	1.9	2.0	1.5
ST. PATRICK'S DAY																
YES	161	90	71	147	14	35	35	37	34	16	87	74	22	73	58	9
	10.0	11.6	8.5	10.6	6.7	14.9	9.3	8.8	10.9	6.7	8.8	12.0	8.2	14.1	9.5	4.0
NO	1418	667	751	1211	195	195	338	374	275	220	891	526	239	430	540	208
	88.2	86.2	90.1	87.6	92.3	83.1	88.7	89.7	88.2	90.6	89.7	85.9	89.9	83.4	89.2	94.7
DON'T KNOW	28	16	12	25	2	5	8	7	3	7	16	13	5	13	8	3
	1.8	2.1	1.4	1.8	1.0	2.0	2.0	1.6	0.9	2.7	1.6	2.1	1.9	2.5	1.2	1.3
EASTER																
YES	257	136	121	222	35	46	47	70	46	48	140	117	49	99	78	31
	16.0	17.6	14.5	16.0	16.6	19.7	12.4	16.7	14.6	19.8	14.1	19.1	18.3	19.2	12.9	14.1
NO	1333	627	706	1144	175	186	330	341	262	193	842	489	214	411	521	187
	82.9	81.0	84.7	82.7	83.0	79.5	86.6	81.6	84.0	79.7	84.7	80.0	80.6	79.6	86.0	85.0
DON'T KNOW	18	11	7	17	1	2	4	7	4	1	12	6	3	6	7	2
	1.1	1.4	0.8	1.2	0.5	0.9	0.9	1.7	1.4	0.4	1.2	0.9	1.1	1.2	1.1	0.9

Q.1 IN THE PAST 12 MONTHS, DID YOU EAT A MEAL AT A RESTAURANT ON .....
BASED ON TOTAL

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS		
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED
TOTAL RESPONDENTS	1000	481	387	127	262	138	194	265	207	71	213
WEIGHTED BASE	1607	669	650	282	380	212	298	471	335	117	376
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VALENTINE'S DAY											
YES	355	185	131	37	119	42	64	77	76	28	68
	22.1	27.6	20.2	13.2	31.2	19.8	21.6	16.3	22.6	23.9	18.2
NO	1216	470	505	238	250	160	231	388	253	84	299
	75.7	70.2	77.7	84.5	65.8	75.5	77.6	82.4	75.6	71.5	79.5
DON'T KNOW	37	15	14	6	11	10	2	6	6	5	9
	2.3	2.2	2.1	2.3	2.9	4.7	0.8	1.3	1.8	4.6	2.3
ST. PATRICK'S DAY											
YES	161	78	55	28	35	18	46	33	26	11	34
	10.0	11.6	8.5	9.9	9.3	8.4	15.6	7.0	7.8	9.4	9.0
NO	1418	578	588	246	330	192	248	435	303	104	339
	88.2	86.4	90.4	87.3	86.8	90.4	83.5	92.4	90.4	88.4	90.2
DON'T KNOW	28	13	7	8	15	3	3	3	6	3	3
	1.8	2.0	1.1	2.8	3.9	1.2	0.9	0.6	1.8	2.2	0.8
EASTER											
YES	257	120	94	42	69	27	48	81	37	26	57
	16.0	18.0	14.4	14.7	18.3	12.9	16.2	17.1	11.1	22.4	15.2
NO	1333	541	547	239	304	180	246	389	291	91	319
	82.9	80.8	84.2	84.9	80.0	84.9	82.8	82.7	86.8	77.6	84.8
DON'T KNOW	18	8	9	1	7	5	3	1	7	-	-
	1.1	1.2	1.4	0.4	1.7	2.2	0.9	0.2	2.1	-	-

Q.1 IN THE PAST 12 MONTHS, DID YOU EAT A MEAL AT A RESTAURANT ON .....
BASED ON TOTAL

		REGION											
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	1000	247	57	190	245	153	92	307	204	103	200	51	149
WEIGHTED BASE	1607	410	96	313	398	252	146	479	316	163	319	97	222
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VALENTINE'S DAY													
YES	355	84	20	63	80	35	45	109	71	38	82	25	58
	22.1	20.5	21.3	20.2	20.0	13.7	30.8	22.7	22.4	23.3	25.8	25.5	25.9
NO	1216	321	75	246	311	215	96	354	238	117	228	70	158
	75.7	78.3	77.7	78.5	78.2	85.4	65.8	74.0	75.4	71.4	71.4	72.1	71.1
DON'T KNOW	37	5	1	4	7	2	5	16	7	9	9	2	7
	2.3	1.2	1.0	1.3	1.8	0.9	3.3	3.3	2.2	5.3	2.8	2.4	3.0
ST. PATRICK'S DAY													
YES	161	44	10	35	26	17	8	56	37	20	34	14	20
	10.0	10.9	9.9	11.2	6.5	6.9	5.8	11.8	11.7	12.0	10.8	15.0	9.0
NO	1418	360	86	274	368	233	135	406	270	136	282	81	201
	88.2	87.9	89.1	87.6	92.5	92.6	92.3	84.9	85.6	83.4	88.3	84.0	90.1
DON'T KNOW	28	5	1	4	4	1	3	16	8	8	3	1	2
	1.8	1.2	1.0	1.3	1.0	0.5	1.9	3.3	2.7	4.6	0.9	1.0	0.9
EASTER													
YES	257	51	15	36	62	34	28	91	63	29	52	17	35
	16.0	12.5	15.7	11.5	15.6	13.4	19.4	19.1	19.9	17.6	16.2	17.4	15.7
NO	1333	357	81	276	330	214	116	381	248	133	263	79	184
	82.9	87.2	84.3	88.1	83.0	85.0	79.5	79.6	78.5	81.5	82.2	81.5	82.5
DON'T KNOW	18	1	-	1	6	4	2	6	5	2	5	1	4
	1.1	0.3	-	0.3	1.4	1.6	1.1	1.3	1.6	0.9	1.6	1.0	1.8

Q.1 IN THE PAST 12 MONTHS, DID YOU EAT A MEAL AT A RESTAURANT ON .....
BASED ON TOTAL

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	1000	505	495	847	144	130	247	302	180	128	628	371	159	320	373	148
WEIGHTED BASE	1607	773	834	1382	211	234	381	417	311	242	994	612	266	516	605	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SECRETARIES' DAY																
YES	133	70	63	118	16	17	26	56	20	12	92	42	16	37	62	19
	8.3	9.1	7.6	8.5	7.4	7.1	6.7	13.4	6.5	5.0	9.2	6.8	6.0	7.1	10.2	8.7
NO	1447	692	755	1245	188	214	348	358	287	223	888	558	245	469	532	201
	90.0	89.4	90.6	90.1	88.9	91.3	91.4	85.7	92.1	91.9	89.3	91.2	92.2	90.9	87.9	91.3
DON'T KNOW	27	11	16	19	8	4	7	4	4	7	15	12	5	10	12	-
	1.7	1.5	1.9	1.4	3.6	1.6	1.9	0.9	1.4	3.1	1.5	1.9	1.9	2.0	1.9	-
MOTHER'S DAY																
YES	632	300	332	532	100	99	137	181	107	101	383	248	89	192	249	102
	39.3	38.8	39.8	38.5	47.4	42.4	35.9	43.3	34.5	41.9	38.5	40.5	33.4	37.3	41.1	46.4
NO	955	466	489	833	108	133	237	231	202	138	598	357	173	317	346	118
	59.4	60.3	58.6	60.3	51.1	56.7	62.2	55.3	64.9	56.9	60.1	58.4	65.1	61.5	57.2	53.6
DON'T KNOW	20	7	13	17	3	2	7	6	2	3	13	7	4	6	10	-
	1.3	1.0	1.5	1.2	1.5	0.9	1.9	1.4	0.6	1.2	1.3	1.1	1.5	1.2	1.7	-
FATHER'S DAY																
YES	388	192	196	330	58	75	101	94	62	50	235	152	40	132	147	69
	24.1	24.8	23.5	23.8	27.5	32.1	26.5	22.5	19.8	20.6	23.6	24.8	15.1	25.6	24.3	31.2
NO	1201	571	630	1036	151	159	276	318	243	189	747	454	222	382	447	150
	74.7	73.8	75.5	74.9	71.5	67.9	72.6	76.2	78.2	78.1	75.1	74.2	83.4	74.0	73.9	68.1
DON'T KNOW	19	10	8	17	2	-	4	6	6	3	13	6	4	2	11	2
	1.2	1.4	1.0	1.2	1.0	-	1.0	1.4	2.1	1.2	1.3	1.0	1.5	0.5	1.8	0.7

Q.1 IN THE PAST 12 MONTHS, DID YOU EAT A MEAL AT A RESTAURANT ON .....
BASED ON TOTAL

	TOTAL	EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS		
		COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED
TOTAL RESPONDENTS	1000	481	387	127	262	138	194	265	207	71	213
WEIGHTED BASE	1607	669	650	282	380	212	298	471	335	117	376
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SECRETARIES' DAY											
YES	133	88	37	6	60	12	32	18	45	12	7
	8.3	13.1	5.8	2.3	15.8	5.8	10.9	3.9	13.3	9.8	1.9
NO	1447	574	604	265	314	197	264	439	285	105	360
	90.0	85.7	92.9	94.2	82.5	92.9	88.8	93.3	85.1	89.3	95.6
DON'T KNOW	27	8	9	10	6	3	1	13	5	1	9
	1.7	1.2	1.4	3.5	1.7	1.2	0.3	2.8	1.6	0.9	2.5
MOTHER'S DAY											
YES	632	268	261	102	163	70	123	188	138	50	144
	39.3	40.1	40.1	36.1	42.8	33.2	41.2	40.0	41.1	42.2	38.3
NO	955	394	382	174	209	139	172	279	190	68	227
	59.4	58.8	58.8	61.7	55.0	65.6	57.9	59.2	56.6	57.8	60.4
DON'T KNOW	20	7	7	6	8	3	3	4	8	-	5
	1.3	1.1	1.1	2.1	2.1	1.2	0.9	0.9	2.4	-	1.3
FATHER'S DAY											
YES	388	159	151	77	106	39	68	117	90	26	80
	24.1	23.8	23.2	27.2	27.9	18.2	23.0	24.9	26.8	22.3	21.2
NO	1201	504	492	200	265	169	227	351	242	89	293
	74.7	75.3	75.7	71.0	69.7	79.6	76.3	74.5	72.2	76.0	78.0
DON'T KNOW	19	6	7	5	9	5	2	3	3	2	3
	1.2	0.9	1.1	1.8	2.4	2.2	0.7	0.6	1.0	1.7	0.8

Q.1 IN THE PAST 12 MONTHS, DID YOU EAT A MEAL AT A RESTAURANT ON .....
BASED ON TOTAL

		REGION											
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	1000	247	57	190	245	153	92	307	204	103	200	51	149
WEIGHTED BASE	1607	410	96	313	398	252	146	479	316	163	319	97	222
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SECRETARIES' DAY													
YES	133	37	5	32	29	17	12	43	22	22	24	13	12
	8.3	9.0	5.0	10.2	7.3	6.7	8.4	9.0	6.9	13.2	7.6	13.2	5.2
NO	1447	363	90	273	359	226	132	431	289	142	293	83	210
	90.0	88.6	93.5	87.1	90.1	90.0	90.5	90.0	91.6	86.8	91.8	85.8	94.3
DON'T KNOW	27	10	1	8	10	9	2	5	5	-	2	1	1
	1.7	2.4	1.5	2.7	2.5	3.4	1.1	1.0	1.5	-	0.6	1.0	0.4
MOTHER'S DAY													
YES	632	142	32	109	130	78	52	220	150	70	140	32	108
	39.3	34.6	33.5	34.9	32.6	30.8	35.7	46.0	47.5	43.1	44.0	33.0	48.8
NO	955	262	63	199	261	169	92	256	163	93	174	62	112
	59.4	64.0	65.5	63.5	65.7	67.2	63.2	53.4	51.6	56.9	54.5	63.9	50.3
DON'T KNOW	20	6	1	5	6	5	2	3	3	-	5	3	2
	1.3	1.5	1.1	1.6	1.6	1.9	1.1	0.6	0.9	-	1.6	3.1	0.9
FATHER'S DAY													
YES	388	80	16	64	90	42	48	134	101	33	83	10	72
	24.1	19.6	17.1	20.4	22.6	16.7	32.8	28.1	32.0	20.5	26.0	10.8	32.6
NO	1201	325	78	246	302	206	95	339	212	127	234	85	149
	74.7	79.3	81.3	78.6	75.8	82.0	65.2	70.7	67.2	77.6	73.3	88.2	66.8
DON'T KNOW	19	5	2	3	6	3	3	6	3	3	2	1	1
	1.2	1.1	1.6	1.0	1.5	1.3	1.9	1.2	0.9	1.9	0.7	1.0	0.6

Q.1 IN THE PAST 12 MONTHS, DID YOU EAT A MEAL AT A RESTAURANT ON .....
BASED ON TOTAL

	TOTAL	SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
		MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	1000	505	495	847	144	130	247	302	180	128	628	371	159	320	373	148
WEIGHTED BASE	1607	773	834	1382	211	234	381	417	311	242	994	612	266	516	605	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GRANDPARENT'S DAY																
YES	86	41	44	68	18	15	10	23	8	26	40	46	19	33	22	12
	5.3	5.3	5.3	4.9	8.3	6.5	2.6	5.5	2.5	10.8	4.0	7.5	7.0	6.3	3.7	5.6
NO	1492	713	779	1287	192	217	363	385	296	213	940	551	241	476	569	206
	92.8	92.2	93.4	93.1	90.7	92.8	95.3	92.3	95.1	88.0	94.5	90.1	90.6	92.3	94.1	93.7
DON'T KNOW	29	19	10	27	2	2	8	9	8	3	15	15	6	7	14	2
	1.8	2.5	1.2	2.0	1.0	0.7	2.1	2.1	2.5	1.2	1.5	2.4	2.4	1.4	2.3	0.8
THANKSGIVING																
YES	163	77	86	134	28	39	25	33	26	36	66	97	52	58	40	13
	10.1	10.0	10.3	9.7	13.4	16.6	6.7	7.9	8.3	14.7	6.6	15.9	19.5	11.3	6.6	6.0
NO	1429	690	739	1234	181	195	354	375	284	203	921	506	211	450	561	207
	88.9	89.2	88.6	89.3	85.7	83.4	92.9	89.9	91.2	83.8	92.7	82.7	79.3	87.1	92.7	94.0
DON'T KNOW	16	6	10	14	2	-	2	9	2	4	7	9	3	8	5	-
	1.0	0.8	1.2	1.0	0.9	-	0.4	2.2	0.5	1.5	0.7	1.4	1.2	1.6	0.7	-
CHRISTMAS DAY																
YES	93	49	44	70	23	23	17	15	19	20	34	60	25	31	26	11
	5.8	6.4	5.3	5.1	11.0	9.9	4.4	3.5	6.2	8.1	3.4	9.8	9.6	6.1	4.3	4.8
NO	1509	723	787	1308	188	211	362	400	292	223	956	552	241	485	575	210
	93.9	93.5	94.3	94.6	89.0	90.1	95.1	95.8	93.8	91.9	96.2	90.2	90.4	93.9	95.0	95.2
DON'T KNOW	5	1	3	5	-	-	2	3	-	-	5	-	-	-	5	-
	0.3	0.2	0.4	0.3	-	-	0.4	0.7	-	-	0.5	-	-	-	0.7	-

Q.1 IN THE PAST 12 MONTHS, DID YOU EAT A MEAL AT A RESTAURANT ON .....
BASED ON TOTAL

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS		
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED
TOTAL RESPONDENTS	1000	481	387	127	262	138	194	265	207	71	213
WEIGHTED BASE	1607	669	650	282	380	212	298	471	335	117	376
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GRANDPARENT'S DAY											
YES	86	26	32	27	12	7	24	24	18	11	15
	5.3	3.9	4.9	9.8	3.2	3.3	8.0	5.1	5.4	9.3	4.1
NO	1492	632	608	246	362	198	269	440	313	103	358
	92.8	94.4	93.5	87.5	95.1	93.1	90.5	93.4	93.3	88.1	95.1
DON'T KNOW	29	12	10	8	6	8	5	7	4	3	3
	1.8	1.7	1.5	2.7	1.7	3.6	1.5	1.5	1.3	2.6	0.8
THANKSGIVING											
YES	163	66	60	37	29	13	35	53	26	16	43
	10.1	9.9	9.2	13.1	7.5	6.3	11.8	11.2	7.7	13.8	11.6
NO	1429	595	585	242	346	197	262	415	304	101	328
	88.9	88.9	90.0	86.0	90.9	93.0	88.2	88.2	90.7	86.2	87.3
DON'T KNOW	16	8	5	2	6	2	-	3	5	-	4
	1.0	1.2	0.8	0.8	1.5	0.8	-	0.7	1.6	-	1.1
CHRISTMAS DAY											
YES	93	29	37	27	21	5	18	32	12	13	19
	5.8	4.4	5.7	9.6	5.4	2.2	6.2	6.8	3.6	11.0	5.1
NO	1509	639	610	254	357	206	279	439	320	104	357
	93.9	95.5	93.8	90.4	93.8	97.1	93.8	93.2	95.4	89.0	94.9
DON'T KNOW	5	1	3	-	3	2	-	-	3	-	-
	0.3	0.2	0.5	-	0.8	0.8	-	-	1.0	-	-

Q.1 IN THE PAST 12 MONTHS, DID YOU EAT A MEAL AT A RESTAURANT ON .....
BASED ON TOTAL

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	1000	247	57	190	245	153	92	307	204	103	200	51	149
WEIGHTED BASE	1607	410	96	313	398	252	146	479	316	163	319	97	222
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GRANDPARENT'S DAY													
YES	86	23	-	23	14	10	4	37	30	6	12	1	11
	5.3	5.6	-	7.3	3.5	4.0	2.7	7.6	9.6	3.9	3.8	1.0	5.0
NO	1492	382	96	286	377	236	141	430	280	151	301	94	207
	92.8	93.3	100.0	91.2	94.8	94.0	96.2	89.9	88.7	92.3	94.2	96.9	93.1
DON'T KNOW	29	4	-	4	7	5	2	12	5	6	6	2	4
	1.8	1.1	-	1.4	1.7	2.1	1.1	2.4	1.7	3.8	1.9	2.1	1.9
THANKSGIVING													
YES	163	28	9	18	38	19	19	59	43	16	38	7	31
	10.1	6.7	9.6	5.8	9.7	7.7	13.0	12.3	13.7	9.6	11.9	7.3	13.9
NO	1429	378	87	291	356	231	126	413	268	145	279	90	189
	88.9	92.3	90.4	92.9	89.6	91.8	85.9	86.3	85.0	88.7	87.4	92.7	85.1
DON'T KNOW	16	4	-	4	3	1	2	7	4	3	2	-	2
	1.0	1.0	-	1.3	0.7	0.5	1.1	1.4	1.3	1.7	0.7	-	1.0
CHRISTMAS DAY													
YES	93	15	4	11	24	15	9	38	29	8	17	1	16
	5.8	3.7	4.4	3.4	6.0	5.9	6.0	7.9	9.3	5.2	5.3	1.0	7.1
NO	1509	395	92	303	371	235	136	439	284	155	302	96	207
	93.9	96.3	95.6	96.6	93.3	93.6	92.9	91.7	90.1	94.8	94.7	99.0	92.9
DON'T KNOW	5	-	-	-	3	1	2	2	2	-	-	-	-
	0.3	-	-	-	0.7	0.5	1.1	0.4	0.5	-	-	-	-

COMPOSITION OF THE SAMPLE

	Percent
Sex	
Male	48.1
Female	51.9
	100.0 %
Age	
18-24 years	14.6
25-34 years	23.7
35-49 years	25.9
50-64 years	19.4
65 and older	15.1
Undesignated	1.3
	100.0%
Annual Household Income	
$40,000 and over	23.6
$30,000-$39,999	13.2
$20,000-$29,999	18.5
Under $20,000	29.3
Undesignated	15.4
	100.0%
Education	
College	41.6
High school graduate	40.4
Less than high school graduate	17.5
Undesignated	.5
	100.0%
Region	
East: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Delaware, West Virginia, District of Columbia	25.5

Midwest: Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas	24.8
South: Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas	29.8
West: Montana, Arizona, Colorado, Idaho, Wyoming, Utah, Nevada, New Mexico, California, Oregon, Washington	19.9
	-----
	100 %

THE QUESTIONNAIRE

1. In the past 12 months, on which of the following holidays or occasions did you eat a meal <u>at a restaurant</u>? (READ a-l; START AT X)

	Yes	No	Don't know
a. Your birthday	1	2	y
b. New Year's Eve	1	2	y
c. New Year's Day	1	2	y
d. Valentine's Day	1	2	y
e. St. Patrick's Day	1	2	y
f. Easter	1	2	y
g. Secretaries' Day	1	2	y
h. Mother's Day	1	2	y
i. Father's Day	1	2	y
j. Grandparent's Day	1	2	y
k. Thanksgiving	1	2	y
l. Christmas Day	1	2	y

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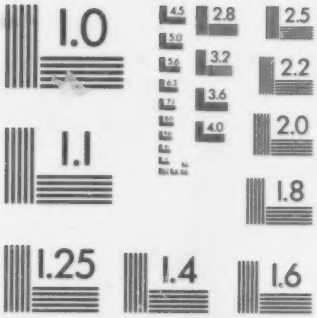

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